



# News Release

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Communications Director

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Wednesday, Oct. 5, 2016

FOR IMMEDIATE RELEASE



## City of Las Vegas unveils new logo and brand

For the first time since 1979, the city of Las Vegas has a new logo. The new mark was unveiled today at the Las Vegas City Council meeting.

According to David Riggleman, Communications Director for the city of Las Vegas, this day is important as we set the stage for the next 40 years, "Creating a look that reflects the glamour, history and excitement of our city is important to our growth as a community. As we build participation in our parks & rec classes, cultural performances and encourage economic development we want citizens to know, that Las Vegas is unique and very special," Riggleman said. "However we did not take this change lightly, which is why we asked our citizens for their feedback prior to this launch. We were thrilled at how much they have embraced the log and new vibrancy and excitement in their city government."

It will be used throughout the city of Las Vegas on all new signage, workwear, vehicles, online and digital media as well as in all collateral and promotional materials to market the city as a great place to live, work and play. The new logo does not replace the existing official city seal that will be used on official documents and in other official capacities. The city of Las Vegas does not plan to eliminate old items containing the seal, but as items are replaced they will reflect the new look.

Designed by long-time downtown booster Victoria Hart, president and creative director of Pink Kitty Creative, a strategic graphic design firm, the new logo embodies the characteristics requested by the city: iconic, timeless, progressive, modern, fresh and exiting with a nod to the glamorous era of yesterday. After immersing herself in hours of research, Hart carefully selected two fonts that worked well together, and to

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further support the brand adjectives, she chose an energetic color palette with a hint of mid-modern retro and identified supporting complimentary colors to create a sense of balance.

"We took the responsibility seriously of designing a visual identity for Las Vegas, a powerhouse brand that means so much to a culturally diverse population," Hart said. "We are thrilled our design was chosen, and we are excited to see it come to life through many applications."

Hart's logo was selected after an extensive process that began several months ago with the submission of more than 20 logos from city of Las Vegas graphic designers and professional firms from the area. A committee comprised of marketing professionals from companies around the city narrowed the selection to four finalists. Those logos were then tested by Applied Analysis/Discovery Nevada, a local market research firm, which surveyed a statistically valid sample of city of Las Vegas residents, who ultimately chose the winning mark.

Some of the words survey respondents used to describe the winning logo include fun, visually appealing, classic and retro. Respondents frequently mentioned the font and stars as favorite features and the color selection was described as modern, exciting, glamorous, distinctive, bright and vibrant.

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